Articulate Marketing named a Q2 winner in HubSpot's 2021 Impact Awards for HTG's high-performance, high-conversion website

Friday 6 August, 2021

London, UK – Today, Articulate Marketing announced that it has been named a winner in the Website Design category in HubSpot's Q2 2021 Impact Awards. HubSpot, a leading CRM platform for scaling companies, uses the award to recognise members of its Solutions Partner Program who go above and beyond to help their customers grow better.

The team at HTG were looking for a website with seamless functionality and differentiated branding. To be competitive, they needed to showcase their people-first approach and their expertise as multi-award-winning cloud technology partners.

HTG wanted an innovative marketing agency with technical savvy, transparent communication and strong project management. They chose Articulate Marketing.

After launch, we saw immediate results. HTG's new targeted, high-performance website loads in under one second, giving it a Google PageSpeed score of 99/100. And, in just a few weeks since the launch, HTG has gained:

- a 34 per cent increase in traffic
- a 520 per cent increase in leads

So, they're already well on their way towards the goal of signing more (bigger, better!) deals with new contacts.

"We're delighted and honoured that our website has received this recognition from HubSpot. All the hours we spent obsessing over user experience, design and copy were worth it," said Mitchell Feldman, Chief Marketing Officer at HTG. "We couldn't have asked for a better partner or a better website."

"This external validation of our work is very precious to us," said Matthew Stibbe, CEO at Articulate Marketing. "As President Kennedy said about going to the moon, we choose to enter award submissions, 'not because they are easy, but because they are hard' and because the goal of winning one serves to 'organize and measure the best of our energies and skills'."

"Our solutions partners play such a pivotal role in helping scaling companies around the world grow better," said Brian Garvey, VP Solutions Partner Program at HubSpot. "Articulate Marketing has demonstrated a strong commitment to the success of their customers. On behalf of everyone at HubSpot, I want to congratulate Articulate Marketing and the other Impact Award winners on this exciting achievement."

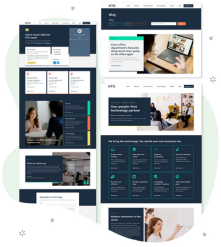
The Impact Awards are given on a quarterly basis in five categories:

- Grow Better: Sales
- Grow Better: Marketing
- Grow Better: Service
- Integrations Innovation
- Website Design

In addition to the quarterly awards, HubSpot also gives four annual awards that recognize partner achievements across the entire year: Global Partner of the Year, Partner of the Year, Rookie of the Year, and Customer First. All winners are recognized in the Impact Awards Hall of Fame.

Learn more about the Impact Awards and apply here.

Media:





Related Sectors:

Business & Finance :: Computing & Telecoms :: Manufacturing, Engineering & Energy :: Media & Marketing ::

Related Keywords:

HubSpot :: Marketing :: Website :: Design :: Award ::

Scan Me:

About Articulate Marketing:

Clever people. Clever tech. Specialising in helping ambitious B2B tech companies grow faster and look good doing it, Articulate Marketing is all substance and no guff. We take complicated topics and make them relevant for the people our clients are trying to reach. But, we don't do spin. Instead, we offer data-driven work to improve your inbound marketing strategy, SEO, content, social media, lead capture and website design. We also build our own apps, including Fizz+Ginger for HubSpot-specific search engine optimisation.

How do we do it? There's a disarming honesty and openness in how we work, which includes open-book project management, a points pricing system, a fully remote team and an honest attitude. We own what we do. Our culture is our proudest achievement (that and earning the repeat custom of big-name clients like Dell, HPE, Sony and Microsoft over the last 18 years). We're a certified B Corp and Investor in People.

Company Contact:

Articulate Marketing

T. 0203 141 7887
E. matthew@articulatemarketing.com
W. https://www.articulatemarketing.com

Additional Contact(s):
Press contact: Matthew Stibbe

View Online

Additional Assets:
https://www.articulatemarketing.com/case-studies/htg

Newsroom: Visit our Newsroom for all the latest stories:
https://www.articulate.pressat.co.uk